

**What is Claimed is:**

1. A continuous fibrous composite useful for reinforcing corrugated containers comprising a continuous fibrous substrate coated on at least one surface with a moisture activatable adhesive composition.
2. The continuous fibrous composite of Claim 1 wherein the adhesive is coated on at least two opposing surfaces of said substrate.
3. The continuous fibrous composite of Claim 1 wherein said composite is a tape ranging in width from about 0.2 mm to about 90 mm.
4. The continuous fibrous composite of Claim 3 wherein said composite is a string ranging in size from 0.5 mm to about 5 mm.
5. The continuous fibrous composite of Claim 3 wherein said coated substrate is a tape ranging in size from 0.2 mm to about 90 mm.
6. The continuous fibrous composite of Claim 1 wherein said fibrous substrate is comprised of fiberglass, polyester, rayon, nylon, aramide fiber, a woven web, a nonwoven web, and mixtures thereof.
7. The continuous fibrous composite of Claim 1 wherein the softening point of the fibrous substrate is greater than about 170°C.
8. The continuous fibrous composite of Claim 1 wherein said adhesive composition is a remoistenable hot melt adhesive.
9. The continuous fibrous composite of Claim 1 wherein said adhesive composition is dried remoistenable water based adhesive.

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10. The continuous fibrous composite of Claim 1 wherein the adhesive is present in an amount ranging from about 25 wt-% to about 75 wt-%.

5 11. The continuous fibrous composite of Claim 1 wherein said adhesive composition comprises at least 50% moisture activatable ingredients.

12. The continuous fibrous composite of Claim 1 wherein said adhesive composition comprises at least one moisture activatable polymer.

10 13. The continuous fibrous composite of Claim 1 wherein said adhesive composition is nonblocking at 38°C and 90% relative humidity.

14. The continuous fibrous composite of Claim 1 wherein the viscosity ranges from about 1,000 cPs to about 40,000 cPs at the application temperature.

15 15. The continuous fibrous composite of Claim 1 wherein said adhesive composition comprises:

- 20 a) from about 10 wt-% to about 90 wt-% of at least one crystalline water sensitive thermoplastic polymer;
- b) from about 10 wt-% to about 90 wt-% of at least one amorphous water sensitive thermoplastic polymer;
- c) up to about 30 wt-% of at least one wax.

25 16. A container comprising at least one continuous fibrous reinforcement composite adhered to said container by meaning of a moisture activatable adhesive composition.

17. A method of reinforcing a container comprising:

30 a) providing the continuous fibrous composite of Claim 1;

b) positioning said continuous fibrous substrate between at least two layers; and

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- c) exposing said layers to moisture such that a fiber tearing bond is formed.

18. A method of reinforcing a container comprising:

- a) providing the continuous fibrous composite of Claim 1;
- 5 b) moistening said continuous fibrous substrate; and
- c) positioning said continuous fibrous substrate on the surface of a container.

09193889-111898  
BATT-6886160